

TIME: 2:59<sup>13</sup> <sup>Friday</sup> 1953 <sup>Thursday</sup>  
DATE: Nov. 14, 1953  
SPONSOR: The Studio Gift Shop  
SOLICITOR: DMC

~~Do you~~ like MODERN MUSIC? ~~Do you~~ Like STYLISH CLOTHES?  
Then YOU'LL love contemporary and DISTINCTIVE gifts from  
THE STUDIO GIFT SHOP on GREEN STREET . Unusual gifts with  
that FASCINATING modernistic touch are really FABULOUS!  
Whether you choose spiralling earrings for your friend's BIRTHDAY,  
or a mottled ceramic ash tray ,  
you can't go wrong if you get it from THE STUDIO GIFT SHOP .  
Modernistic gifts made of wrought iron, tile ceramics, or  
pigmented glass are ALWAYS welcome any where because they add  
JUST THE RIGHT DEGREE of SMARTNESS to their surroundings.  
Take a look at the interesting MOBILES at the STUDIO GIFT SHOP too.  
There's NOTHING better than an unusual MOBILE to take the  
drabness out of your room in the dorm.  
The STUDIO GIFT SHOP is next to the QUILL on GREEN STREET,  
and is open EVERY THURSDAY NIGHT to serve YOU. So, DROP IN  
and browse around for gifts that are  
modernistic, contemporary, and distinctive. YOU'LL LOVE THE PLACE!

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.

THE CORRECT TIME IS NOW.....3:00....., COURTESY OF LIQUID SHAMPOO by  
ANDRE, AVAILABLE AT BETTER STORES.

*Space Conroy*  
*Margaret Sugganheim*  
ANNOUNCER'S SIGNATURE  
Tofly



